

Aquatic Center



The Weyerhaeuser King County Aquatic Center is one of the premier swimming facilities in the United States, one of only three in the country recognized as a world class venue for national and international competitions, and a worthy training complex for Olympic-bound athletes.

Built as the venue for the 1990 Goodwill Games, the Aquatic Center maintains the most active competition schedule in the country, but is also host to hours of family recreation and swim lessons for all ages. More than 500,000 people annually attend the facility, of which one-third come for major swimming and diving events.

Some of the major events hosted here include:

- *1990 Goodwill Games*
- *U.S. Olympic Team Trials for Synchronized Swimming*
- *U.S. Olympic Team Trials for Diving*
- *FINA Junior World Championships, Synchronized Swimming*
- *U.S. Open, Swimming*
- *U.S. Open, Synchronized Swimming*
- *Phillips 66 National Swimming Championships*
- *PAC-10 Men & Women's Swimming and Diving Championships*
- *U.S. Synchronized Swimming National Championships*
- *U.S. Masters Swimming National Championships*
- *U.S. Water Polo Men's & Women's National Championships*
- *Washington State Special Olympics Swimming & Diving Championships*

Special Features

- ▶ Arena seating for 2500 spectators for events
- ▶ An eight-lane, 50-meter Olympic size pool specially designed for competitive swimming, synchronized swimming and water polo
- ▶ A fast pool which draws top performances: More than 100 world records have been set at the facility since 1990
- ▶ Diving pool tank with two levels of springboards and five levels of platforms
- ▶ 25-yard warm water recreation pool
- ▶ 11,000 sq. ft. modern conference center for meetings
- ▶ State of the art starting blocks, racing lane lines, diving boards and platforms, and scoreboard operating system.



Aquatic Center Advertising Opportunities

Scoreboard

Four front vertical panels (4 x 6¹/₂ ft.)
for Company logo **\$ 15,000/year**

Four side vertical panels
for Company logo **\$ 9,000/year**

Pool Liner

Logo in two or four locations on the bottom of the main competition pool (8' x 24' max. each)

Two **\$ 125,000/year**

Four **\$ 200,000/year**

Starting Blocks

State-of-the-art *Quikblox* for eight blocks.
Currently five blocks are available.

Logo is placed on side of block for maximum visibility.
Company name placed on back rim
of block.

Each block: **\$ 7,500/year**

Remaining 5 blocks: **\$35,000/year**

Readerboard

Located on SW Campus Drive, Federal Way, announces
upcoming events.

26,000 drivers pass by daily; estimated
9,000,000 annually

\$ 30,000/year x 1 top panel

\$15,000/year x 2 side panels

Lobby & Poolside Signs

Attract 500,000 visitors annually with 3 x 6 ft. coated
styrene signs, screenprinted or digital, with aluminum
frames.

\$2,500/year

All signs subject to 12.84% State Leasehold Tax. Add cost of production
to first year only.

Partnership Benefits

- ▶ Low cost advertising to active adults and children in high-quality facilities all over King County
- ▶ Exposure to thousands of visitors annually who are in an upwardly mobile adult-family age group
- ▶ First right of refusal for multi-year agreements which are cost-effective
- ▶ Make a package: Put your company's message on ball fields, at pools, at the Marymoor Velodrome and the Weyerhaeuser King County Aquatic Center, save money and reach more people.

Supporting Your Parks

Proceeds from advertising sales at the Aquatic Center
directly support important maintenance and operations which
keep our facilities in top condition, such as cleaning,
scheduling, and public programming.

